

ABSTRACT

A method and system for compensating a recipient for obtaining and printing an electronic document. Electronic data, or print content, representing the document is produced. A compensation value is calculated. The print content is downloaded to a selected printing system and printed. The recipient is provided compensation according to the compensation value. The compensation may take the form of a check or a coupon to be printed with the advertisement. It may take the form of payment to particular account such as a checking or savings account managed by a bank, a credit card account, a consumer account managed by a retailer or manufacturer of the goods or services being advertised.